

How Do Sunnyvale Businesses Rate Our Performance?

That's exactly what we wanted to know. We commissioned Godbe Research & Analysis to do an independent study to help us assess the City's performance with its businesses. Because Sunnyvale businesses make such important contributions to the quality of life we all enjoy in our community, it is vital that we maintain the highest possible levels of business satisfaction.

Godbe Research & Analysis in April and May 2002, focused its attention on interviews with a representative sampling of Sunnyvale business owners and executives who were customers of the Community Development Department, engaged in a variety of transactions with the City. The Godbe Research & Analysis' interviews yielded qualitative, in-depth responses from individuals very knowledgeable about the topics presented. Following are some of the key findings of the GRA survey:

- 95% of participants were "satisfied" to "very satisfied" with the City's overall performance

- 100% were satisfied with their transactions at the One-Stop Center
- 95% considered Sunnyvale to be "business-friendly"
- 89% would recommend building in Sunnyvale
- 89% said that they received consistent information from all members of City staff with whom they dealt
- Nearly 80% indicated that there were no surprises or "curve balls" thrown at them during the process

Generally, the participants in this study felt that the City listens to the concerns of business and understands what they want to accomplish. Further, the perception is that staff not only cooperates with business, but is even proactive regarding the concerns of the Sunnyvale business community.

Our goal is to consistently improve customer service

Economic Development Business Services

Since businesses are a significant contributor to the community's high quality of life, the City of Sunnyvale's Economic Development Division is committed to retaining current businesses, helping them be successful, and planning for future economic vitality. If you are a Sunnyvale business, or are interested in starting a business in Sunnyvale, we can help.

The Economic Development Division has several printed and electronic resources you can use. One example of our resources is our new "Sunnyvale Business Kit". This kit provides you with information on City structure and services, demographic information, as well as information on how to do business with the City. We have also developed a "Business Resource Guide" that provides you with a description of all City departments and how to

contact them. It lists State of California departments and agencies; local support networks and resources for business. You can also access our electronic resource information posted on our web site at www.ci.sunnyvale.ca.us/community-dev/economic and selecting the *Business Assistance Guide*.

The Economic Development staff serves as a liaison between Sunnyvale businesses and City departments. We can help you gather appropriate information to help you find a location and to make a decision on final site selection. If you are interested in starting a business or expanding your current Sunnyvale-based business, contact us by email at econdev@ci.sunnyvale.ca.us or by calling 408-730-7607.

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Sunnyvale

City of Sunnyvale Economic Prosperity Report 2003

A Community Development Strategy for the Long Term

Despite fluctuations in the local economy that can cause upswings and downswings from year to year, the City of Sunnyvale is committed to implementing community development goals that will direct the City's resources over the next five years in a manner that will best maintain and improve the vitality of Sunnyvale and all of its neighborhoods. To that end, the Department of Community Development prepared a *community development strategy* that outlines the Economic Development Division's aims, programs, and funding sources for sustaining economic and neighborhood strength in Sunnyvale. Several of the objectives are directly related to promoting business investment and activity in the City, among them:

- **Focusing** on supporting businesses that generate high retail sales tax, with the purpose of increasing total sales tax revenues and increasing the share contributed by consumer retail sales to 50%;
- **Forming partnerships** between Sunnyvale's major employers and the school districts and community colleges serving the City;
- **Motivating and supporting** those in the workforce to augment their skills to be prepared for the jobs of the future;
- **Supporting** the private redevelopment of Class C buildings to Class A buildings while

encouraging reinvestment in Class B and Class C buildings to provide affordable office/industrial space for start-up companies and for support services;

- **Supporting** the creation of a new neighborhood retail center in the northern part of the city or the modernization of an existing older center;
- **Stimulating** the conversion of marginal commercial uses on El Camino Real to multi-family housing or mixed use, thereby strengthening the remaining retail uses along the street while protecting the market for existing neighborhood commercial centers;
- **Studying** the needs for small service businesses and **taking steps**, such as amendments to zoning regulations, that will protect needed service businesses; and
- **Developing** sufficient local transportation funding sources to provide for the transportation systems that are the City's responsibility, and **leveraging** regional funds to meet the projected needs for county and state highways and transit systems that serve Sunnyvale.

The main purpose of the community development strategy is to guide the use of limited resources to achieve the maximum community benefit. It is an investment strategy.

Shop Sunnyvale
Campaign Continues

Sources of Revenue

Sunnyvale's Businesses
Are More Important
Than Ever

How Do Sunnyvale
Businesses Rate Our
Performance?

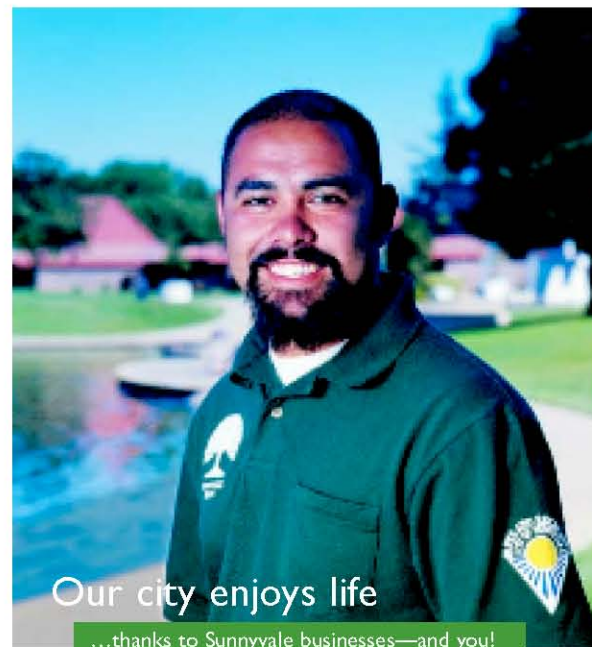
Economic
Development
Business Services

Economic
Development Staff

Shop Sunnyvale Campaign Continues

Drawing on the adage that knowledge is power, the City has adopted a "Sunnyvale Supports Business" awareness campaign to remind City employees, residents, and businesses alike that the money they spend at Sunnyvale establishments has a direct, positive impact on the community's continued vitality. The City is confident that its global approach will not only boost support of Sunnyvale commerce but foster civic pride as well.

Cooperative advertising was the initial launch for the campaign—conducted in partnership with the Sunnyvale Chamber of Commerce during the 2001 holiday season. Flyers and posters throughout the City remind City staff and visitors both of the positive impact of shopping and dining in Sunnyvale on the City's general fund and of the vital services supported by those revenues. In recognition of how sales taxes now comprise over one third of businesses' contribution to the General Fund, "Sunnyvale Supports Businesses" remains an important component of the City's economic development policy.



Our city enjoys life

...thanks to Sunnyvale businesses—and you!

Did you know every dollar you spend in Sunnyvale directly benefits city services? We can relax in our community's beautiful parks and enjoy our City's many nationally-recognized services—all because of you and our community's valuable businesses. So let's keep making our community one of the best in the nation.

Support your local Sunnyvale businesses!

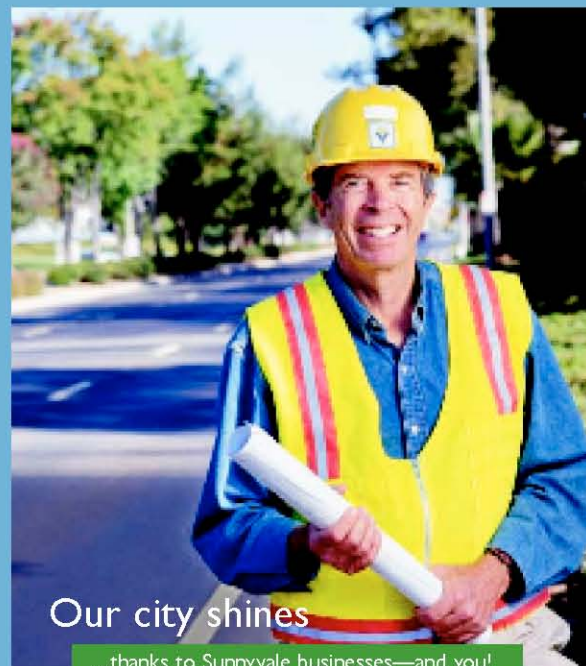


Our city rests easy

...thanks to Sunnyvale businesses—and you!

Did you know every dollar you spend in Sunnyvale directly benefits city services? We can all feel safe and enjoy our City's many nationally-recognized services—all because of you and our community's valuable businesses. So let's keep making our community one of the best in the nation.

Support your local Sunnyvale businesses!



Our city shines

...thanks to Sunnyvale businesses—and you!

Did you know every dollar you spend in Sunnyvale directly benefits city services? We drive on clean, well maintained and lighted streets and enjoy our City's many nationally-recognized services—all because of you and our community's valuable businesses. So let's keep making our community one of the best in the nation.

Support your local Sunnyvale businesses!



Sources of Revenue

Breakdown of Sunnyvale's business-based revenues

- 35% sales tax
- 11% business property tax
- 11% transient occupancy (hotel) tax
- 8% permits, licenses, and fees
- 5% utility users fees
- Total: \$63 million

What does the General Fund support?

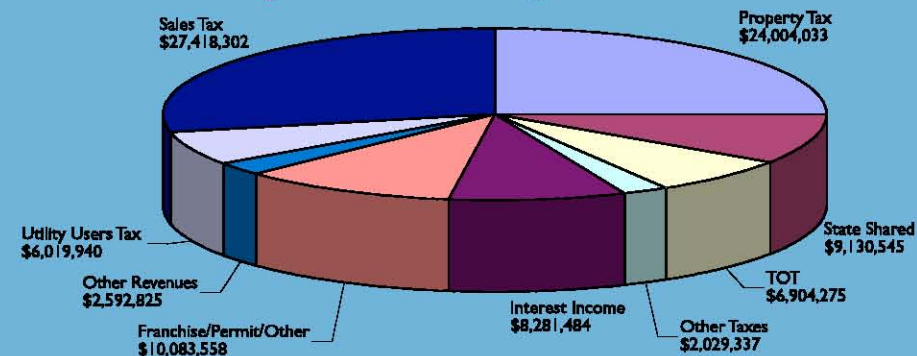
- Public safety
- Parks and recreation
- Public works
- Libraries
- Community development
- Employment development
- Internal operations
- Sunnyvale's business contributions to the General Fund support 70% of costs

Sunnyvale's Businesses Are More Important Than Ever

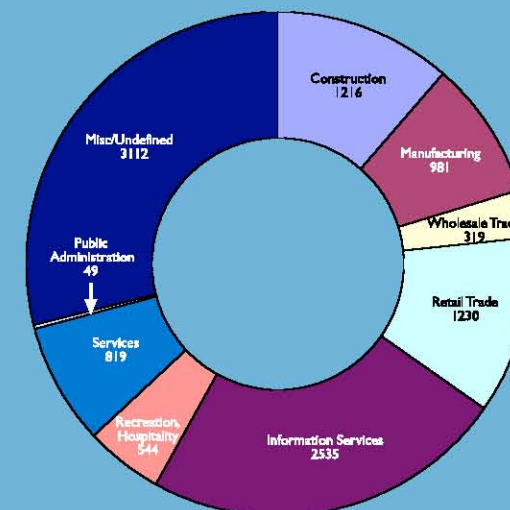
Sunnyvale continues to experience a welcome increase in business activity. The number of firms licensed to do business in the City rose about 2% in the last year, to 9,155. Many of these new firms are small businesses with 1–5 employees, demonstrating Sunnyvale's appeal to entrepreneurs. Sunnyvale also has become the home of an increasing number of firms—seventeen today—who employ over 500 people. Jobs and economic investment in the community is important to Sunnyvale's overall quality of life.

This rising business activity has reinforced the importance of commercial and retail establishments' contributions to Sunnyvale's General Fund, which is responsible for funding many of the City's public safety, public works, and recreational and social services.

Projected Revenues for 2002-2003



Businesses Licensed by Type



Business Size by Employees

